

# NORTH CAROLINA EXPORT NEWSLETTER

Brought to you by the NC Export Team:

U.S. Commercial Service: [www.buyusa.gov/northcarolina](http://www.buyusa.gov/northcarolina)

N.C. Department of Commerce: [www.exportnc.com](http://www.exportnc.com)

N.C. Department of Agriculture: [www.ncagr.com](http://www.ncagr.com)

The Small Business Administration: [www.sba.gov](http://www.sba.gov)

Small Business and Technology Development Center: [www.sbtcd.org](http://www.sbtcd.org)

August 2006

A Partnership of the State & Federal Export Resources in North Carolina

## Trade News August 2006

### Charlotte Trade News now North Carolina Export Newsletter

Welcome to the first edition of the North Carolina Export Newsletter. This export newsletter replaces previous Trade Newsletters and combines export news and event notices from the primary state and federal export service providers of one-on-one export assistance to North Carolina exporters. These export service providers have joined forces to form the North Carolina Export Team. The North Carolina Export Team consists of the North Carolina Department of Commerce's International Trade Division, U.S. Department of Commerce's U.S. Commercial Service, Small Business Administration's International Trade Finance Specialist, North Carolina Department of Agriculture's Marketing Division, and Small Business and Technology Development Center. The mission of this Team is to provide seamless, quality and comprehensive export assistance to North Carolina businesses. For information on what each of these government resources can provide your business, please go to their respective web sites listed at the top of this newsletter

### India Business Summit & Spin-Off Trade Missions: An Incredible Business Opportunity for Your Company

We are pleased to inform you about a tremendous business opportunity — the **U.S. Department of Commerce's India Business Development Mission** scheduled for this November. Led by Under Secretary for International Trade Franklin L. Lavin and consisting of a business summit in Mumbai and spin-off missions to six cities, our India Mission is designed to provide U.S. firms and individuals with the information, tools, and contacts they need to do business in India.

**Insights and Networking** - You can start your exploration of India's diverse and booming markets by registering for the India Business Summit. Participants will have access to India's high-level business, industry, and government decision makers as well as opportunities to gain timely insights into India's trade and investment climate during strategic breakout sessions.

**One-on-One, Prescreened Business Appointments** - In addition to the Summit, you can register for spin-off missions to one of six major commercial centers throughout India. Our trade specialists from Commercial Service posts across India will help you secure meetings with prescreened agents, distributors, professional association representatives, government contacts, and licensing or joint venture partners in Bangalore, Chennai, Hyderabad, Kolkata, Mumbai, or New Delhi.

**Learn more about Under Secretary Lavin's India Business Development Mission. Visit [www.export.gov/indiamission](http://www.export.gov/indiamission) to find:**

- **Mission details and registration instructions.**
- **A schedule of Commercial Service webinars on doing business in India.**
- **The cities and dates for our India road show which starts in August and is tentatively scheduled to stop in Los Angeles, Cincinnati, Miami, Minneapolis, Houston, Charlotte, Baltimore, and Westchester (NY).**

**Questions? If you have any questions about the mission, webinars or events, please call your local USEAC office, or 1-800-USA-Trade Option#21.**

### Trade Americas Update

The latest issue of the Trade Americas Update is now available online at <http://www.buyusa.gov/tradeamericas/newsletter.html>. The Update features a timely and comprehensive look at current events that are pertinent to the Americas exporter. You can also retrieve copies of earlier issues on this site

### The North Carolina Department of Commerce's International Trade Division participates in a number of trade events worldwide to help NC companies enter new foreign markets. Some of the upcoming events are:

1. **Furniture China and Zow Wood Products Show**, Shanghai, China. September 11-14. Contact Tom Crump at [tcump@nccommerce.com](mailto:tcump@nccommerce.com) or 336-884-8170
2. **Decosit 2006, Brussels, Belgium**, September 9-12. Contact Glenn Jackman at [gjackman@nccommerce.com](mailto:gjackman@nccommerce.com) or 919-733-2829.
3. **BioJapan**, Osaka, Japan. September 13-15. Contact Mark Lombard at [mlombard@nccommerce.com](mailto:mlombard@nccommerce.com) or 919-715-5743.
4. **BioContact**, Quebec, Canada. October 4-6. Contact Mark Lombard at [mlombard@nccommerce.com](mailto:mlombard@nccommerce.com) or 919-715-5743.
5. **European Banking and Insurance Fair**, Frankfurt, Germany. November 13-17. Contact Jean Davis at [jdavis@nccommerce.com](mailto:jdavis@nccommerce.com) or 919-715-5746.
6. **BioFusion**, Durham, NC, September 17-19. Contact Mark Lombard at [mlombard@nccommerce.com](mailto:mlombard@nccommerce.com) or 919-715-5743.
7. **International Home Furnishings Market**, High Point, NC. October 16-22. Contact Tom Crump at [tcump@nccommerce.com](mailto:tcump@nccommerce.com) or 336-884-8170

## Upcoming Events

### October 3-N.C. WTA West Meeting: Doing Business in China – Asheville, NC

The N.C. World Trade Association - Western NC Chapter will focus its October meeting on "Doing Business in China." Held at the historic Grove Park Inn in Asheville, this luncheon will feature William Lawton, formerly with the U.S. Commercial Service in China. A panel discussion by local exporters who have exported to China will also be included. **For more information:** Linda York at 828-327-7000 ext: 4265, e-mail [ncwta@legsource.com](mailto:ncwta@legsource.com).

### October 26-Export Expo Inaugural Event

A-B Tech's Business Incubator, along with the NC Department of Commerce, will host its inaugural Export Expo. Join us on this special day as experts share their knowledge on a variety of topics ranging from how to enter the Asian market place to understanding international commercial terms and shipping issues. There will also be an interactive corporate panel discussion on export success and plenty of networking opportunities. **Location:** A-B Tech Enka Campus Haynes Center, 2<sup>nd</sup> Floor Conference Room **Time:** 8:30 a.m. – 5:00 p.m. **Registration Fee:** \$15 **To Register:** Space is limited, so register now at [www.abtech.edu/sbc/exportexpo](http://www.abtech.edu/sbc/exportexpo) **Questions:** Please contact Russ Yelton at [ryelton@abtech.edu](mailto:ryelton@abtech.edu) or 828-254-1921 ext. 5851, or Jill Sparks, [jsparks@abtech.edu](mailto:jsparks@abtech.edu) or 828-254-1921, ext. 5849

### October 30-November 1: 2006 National District Export Council Conference

Please mark your calendar for the 2006 National District Export Council Annual Conference being held in New Orleans from October 30 through November 1. The conference theme this year is "Adversity and the Benefits of International Trade." Please visit the conference website at: <http://www.deconference.com> for details and registration information.

### November 29- December 5: Business Development Mission to India

U.S. companies have the chance to make or increase sales in this booming market by joining the U.S. Department of Commerce's International Trade Administration Business Development Mission to India. Under Secretary for International Trade Franklin L. Lavin will lead the Mission with coordination by the U.S. Commercial Service in the United States and India.

**The Mumbai Business Summit: November 29-30, 2006:** Summit participants will have access to India's high-level business, industry, and government representatives and opportunities to gain insights into the country's trade and investment climate during strategic breakout sessions.

**Six Exciting Cities, Endless Business Opportunities: December 4-5, 2006:** Narrow your focus and get serious about India by continuing on to Bangalore, Kolkata, Chennai, Hyderabad, Mumbai, or New Delhi. The U.S. Commercial Service will arrange market briefings, networking receptions, and one-on-one business appointments with prospective agents, distributors, partners, and end-users for each U.S. company

**Interested? Please visit the below weblink for more information:**  
<http://www.buyusa.gov/northcarolina/indiatrademission.html>

### December 5, 6, 7 2006-Export Controls Seminar-Charlotte

**Update:** A third day has been added to go over how to set up export management systems. This program is led by BIS's professional counseling staff and provides an in-depth examination of the Export Administration Regulations (EAR) and Office of Foreign Asset Control (OFAC) programs. The seminar will cover the information exporters need to know to comply with U.S. export control requirements on commercial goods. Presenters will conduct a number of "hands-on" exercises that will prepare you to apply the regulations to your own company's export activities.

## Market of the Month: India

### **Overview:**

The Indian market and its one billion plus population, presents lucrative and diverse opportunities for U.S. exporters with the right products, services, and commitment. In recent times, the declining value of the dollar, vis-à-vis competitors' currencies, is expanding and accelerating these opportunities. India's infrastructure, transportation, energy, environmental, health care, high-tech, and defense sector requirements for equipment and services will exceed tens of billions of dollars in the mid-term as the Indian economy globalizes and expands.

India's GDP, currently growing at around 7 percent, makes it one of the fastest growing economies in the world.

Construction of nearly everything from airports to container ports to teleports is setting the stage to remake India.

### **Best Prospect Sector:**

- Education Services
- Electrical Power Generation, Transmission & Distribution Equipment
- Food Processing & Cold Storage Equipment
- Medical Equipment
- Safety & Security Equipment
- Telecommunication Equipment
- Textile Machinery

### **For the full-length article:**

<http://www.buyusa.gov/india/en/motm.html>

### Seven "Warning" Signs of a Chinese Scam

- The Chinese company contacted you via the web
- The Chinese company has "Import/Export" in their name
- They want to purchase a very large volume of goods
- They insist that your senior executive travel to China immediately to sign the contract with them in person
- They request money prior to the trip to pay for a reception in your honor, and/or, once in China, they request money or goods to "grease the wheels" with local officials
- They have been in business for less than one year
- They can provide no verifiable references

**\*\*The above list provided courtesy of GLOBIS of Chicago, IL. For more information on GLOBIS and a full listing of services offered to companies, please visit their website at <http://www.glo-bis.com>, or contact Ms. Louise Kern at 773-220-4000.**

## Suspicious Chinese Business Practices

Although China's booming economy offers great opportunities for U.S. companies, businesses looking to invest or export to any foreign country should always exercise due diligence. For example, several companies recently reported unsolicited buyer interest from China and elsewhere that turned out to be bogus. While not all unsolicited interest is fraudulent, American companies should always be cautious when considering such situations. Requests for advance payments, samples or prototypes to be sent in advance of sales negotiations, cash for a banquet far in excess of typical costs, cash for travel expenses for an "essential" U.S. meeting, all pose red flags that a business opportunity may be fraudulent. To report a suspicious business offer from China, contact the China Business Information Center at [www.export.gov/china/](http://www.export.gov/china/) or the Commercial Service in China at [www.buyusa.gov/china/en](http://www.buyusa.gov/china/en).

Below is a partial list of measures you can take to protect your business in such circumstances:

- **Request a copy of the business license; check validity of address and phone number, license validity date, name of registered representative**
- **Request a copy of the company's certificate of import/export authority**
- **Verify the company's international trade experience and avoid firms that have less than two years of experience**
- **Seek multiple references and check them. Request referrals to both suppliers and customers**
- **Order an International Company Profile report through the U.S. Commercial Service**
- **Accept only secured forms of payment such as letter of credit or direct telegraphic transfer (T/T or wire transfer)**